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INDIAN SCHOOL SALALAH
FINAL EXAMINATION, FEBRUARY 2025 (AY 2024-25)



CLASS: XI

ENTREPRENEURSHIP (066)

Date: 04/02/2025

Time: 3 Hrs

Maximum Marks: 70

General Instructions:

1. This question paper contains 34 questions.
2. The question paper contains 4 sections - A, B, C and D
 - 1.1. Section A contains multiple choice questions
 - 1.2. Section B - 2 marks; Answers to these questions may be from 30-40 words.
 - 1.3. Section C - 3 marks; Answers to these questions may be from 50-75 words.
 - 1.4. Section D - 5 marks; Answers to these questions may be from 120-150

SECTION A		
1	When planning the product mix, which decision will likely lead to increased brand loyalty over time? a) Offering discounts and promotions frequently b) Expanding the range of product sizes c) Ensuring high product quality and consistent after-sale service d) Reducing the weight of the product to lower production costs	1
2	Elon Musk, while founding Tesla, recognized the growing demand for electric vehicles. He brought together engineers, designers, and suppliers to create Tesla's first electric car prototype, the Roadster. What entrepreneurial function does this represent? a) Organizing resources b) Discovery of an idea c) Planning d) Market research	1
3	Assertion (A): Companies need to assess the overall image of their competitors' products. Reason (R): Consumers often form perceptions about a company based on its branding strategies. a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is not the correct explanation of A. c) A is true, but R is false. d) A is false, but R is true.	1
4	An organization wants to develop a leadership program to groom potential leaders. Based on McClelland's Theory, which need should the program primarily focus on? a) Achievement, to ensure leaders master complex tasks. b) Affiliation, to help leaders build strong interpersonal relationships. c) Power, to develop the ability to influence and inspire others. d) All three needs equally, as leadership requires a balance.	1

5	<p>An entrepreneur has successfully launched a venture and is now looking to grow it. Which of the following activities will most likely be a part of the Growth stage of the entrepreneurial process?</p> <p>a) Developing a business plan and securing financial capital. b) Building a customer base and adjusting operational plans based on market feedback. c) Selling the business and harvesting the rewards. d) Exploring new challenges and ideating on new ventures.</p>	1
6	<p>Electra Ltd is planning for diversification. They invite a diverse group of potential customers to participate in structured discussions about a new product idea. They collect feedback and insights about the product's appeal and potential improvements. Which technique are they using?</p> <p>a) Creative problem solving b) Focus groups c) Environment scanning d) Brainstorming</p>	1
7	<p>Ankur is starting a boutique selling handmade jewelry. He needs to describe the type of products and services offered, the scale of business operation, and the technology required for the manufacturing process. Which section of the business plan will help Ankur provide these details?</p> <p>a) Business Venture b) Financial Plan c) Marketing Plan d) Production Plan</p>	1
8	<p>What role did Muhammad Yunus' personal involvement play in the creation of the Grameen Bank?</p> <p>a) He provided a one-time donation to the poor but did not take further steps to help them leading to the creation of Grameen Bank b) He lent \$27 of his personal funds to a group of women, which enabled them to start their business and repay the loan, leading to the creation of Grameen Bank c) He formed a large-scale charity that distributed funds without any repayment requirement leading to the creation of Grameen Bank d) He introduced a loan program without any personal investment, relying entirely on external funding leading to the creation of Grameen Bank</p>	1
9	<p>Indra Nooyi, the former CEO of PepsiCo, transformed the company through strategic acquisitions and diversification while enhancing its global presence. What type of entrepreneur is Indra Nooyi?</p> <p>a) Corporate entrepreneur b) Social entrepreneur c) Opportunistic entrepreneur d) Technical entrepreneur</p>	1
10	<p>How does availing of professional expertise through outsourcing align with the long-term sustainability goals of an entrepreneur's business?</p> <p>a) It ensures that the business will grow without any additional capital investments. b) It reduces the dependency on technological advancements and creates more in-house production capacity. c) It allows the entrepreneur to minimize costs in non-core areas, ensuring better resource allocation for innovation and long-term growth. d) It leads to short-term cost savings at the expense of long-term business adaptability.</p>	1

11	<p>Sabyasachi Mukherjee is a renowned Indian fashion designer who is celebrated for his work in the luxury segment. He, known for blending traditional Indian craftsmanship with modern design elements in luxury fashion, is a classic example of an entrepreneur driven by:</p> <p>a) Innovation and creativity. b) Independence. c) Quest for outstanding performance. d) Respect for work.</p>	1
12	<p>Assertion (A): Market feasibility study is conducted to assess the demand for the product or service, the competitive landscape, and market trends. Reason (R): A market feasibility study includes examining the strengths, weaknesses, opportunities, and threats (SWOT analysis) related to market conditions.</p> <p>a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A) b) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A) c) Assertion (A) is true but Reason (R) is false. d) Assertion (A) is false but Reason (R) is true.</p>	1
13	<p>How do group associations influence consumer attitudes towards a product or brand, using the example of Apple's marketing strategies?</p> <p>a) By encouraging customers to form attitudes solely based on their own experiences with Apple products. b) By using influential celebrities and opinion leaders to shape the attitudes of potential customers, making the products seem aspirational. c) By focusing on creating a sense of exclusivity within social groups, where owning Apple products signifies belonging to a desirable, elite group. d) By disregarding group influence and allowing customers to develop their attitudes independently from social or peer groups.</p>	1
14	<p>Which of the following statements best describes social entrepreneurs' approach to resources?</p> <p>a) They operate with limited resources and avoid seeking collaborations. b) They focus on expanding their resource pool through collaboration and resource optimization. c) They heavily rely on external funding without contributing to sustainability. d) They only invest in physical resources, avoiding human resources or collaborations.</p>	1
15	<p>Market survey is a process involving various steps. Arrange the steps in correct order.</p> <p>(i) Planning the Survey (ii) Report Making (iii) Analysis and Interpretation of Data (iv) Field Work</p> <p>a) (i), (iv), (iii), (ii) b) (i), (ii), (iii), (iv) c) (i), (ii), (iv), (iii) d) (iv), (i), (iii), (ii)</p>	1
16	<p>Ron Conway is called the "Godfather of Silicon Valley," Ron Conway has been one of the most prolific investors who provided early-stage funding to companies like Google, Airbnb, and Reddit, helping them grow into major industry leaders. Along side investment he provided mentorship also. He helps founders understand how to scale their businesses efficiently and prepare for rapid growth. In which of the following category will Ron Conway fall?</p>	1

	a) Money lender b) Venture capitalist c) Angel investor d) Debenture holder	
17	What is the definition of unit cost? a) The total cost incurred to produce, store, and sell multiple units of a product b) The fixed cost incurred in running a business c) The cost incurred to produce, store, and sell one unit of a product or service d) The profit earned from selling a product	1
18	Which of the following is an example of a fixed operational cost? a) Cost of raw materials purchased for production b) Sales commission for employees c) Rent paid to the landlord for office premises d) Utility bills based on monthly usage	1
SECTION B		
19	Define 'Traditional Markets'. In what terms, with passage of time, did the industrial activity intensified?	2
20	State any four purposes / objectives of business plan.	2
21	Falguni Nayar used bank loans and personal savings in the early stages of building Nykaa, an online beauty and personal care platform. Loans enabled her to launch operations without diluting equity, ensuring she retained significant control over the company. Nykaa later became a unicorn and a publicly listed company, proving the effectiveness of leveraging debt in the startup phase. a) Identify the myth of entrepreneurship stated in the above case. b) Also state any two other myths of entrepreneurship.	2
22	Infosys is a global leader in consulting, technology, and outsourcing solutions, headquartered in Bangalore, India. Infosys is recognized for its workplace culture, with a focus on employee development and maintaining a diverse and inclusive environment. Infosys organizes team-building activities, festivals, and cultural programs to strengthen workplace relationships. They also support diversity initiatives and employee resource groups for minorities. Infosys conducts regular performance reviews and offers awards like the "Infosys Excellence Awards" to recognize exceptional work. Public acknowledgment of employee achievements further boosts morale. Identify the levels of needs addressed by Infosys as per Maslow's need hierarchy theory.	2
23	Fresh Bites, delivers organic food. Fresh Bites recently spent ₹15,00,000 to purchase delivery vehicles, ₹2,00,000 on buying raw materials for food preparation, and ₹50,000 for monthly rent of its office space. Define expenditure and explain how it differs from cost expense in the context of Fresh Bites in managing business finances.	2
24	You are the marketing manager of a company manufacturing toy car. Explain briefly, the any two internal and external factors to be considered by you before finalizing the price of the toy car.	2
SECTION C		
25	Flipkart, founded by Sachin and Binny Bansal, revolutionized e-commerce in India, providing massive employment opportunities, introducing innovative online shopping methods, and boosting economic growth. In light of this, explain any three needs for entrepreneurship in a country.	3
26	As the seventh-largest internet company by revenue, Netflix is well-known for its pioneering work in online streaming. Netflix has been a champion of the popular idea of Net Neutrality,	3

	<p>and this, along with the idea to stream entertainment content at a lower cost than cable, has endeared the company to many consumers. Now without much investment in advertisement the company is able to keep its customer base strong and earn profits in similar lines. These resources are neither felt nor seen, far from being touched or preserved but helps immensely in providing a strong foothold to enterprise.</p> <p>a) Name and explain the 'resource' mentioned here.</p> <p>b) Also state and explain any two resources that such category generally comprises of.</p>	
27	What is the role of Physical Distribution in marketing. Explain the Distribution channels.	3
28	State any six features of feasibility study.	3
29	Why is it essential for entrepreneurs to thoroughly investigate physical resources like machinery, tools, and raw materials before starting a business? Explain how these factors impact the project's cost, growth potential, and quality?	3
SECTION D		
30	Explain any five entrepreneurial competencies.	5
31	<p>Tansi Mrinal is running a pickle manufacturing unit. She has started her business six months before. As the competition is high, she offer her products at very reasonable, Still she is running at a loss. So she wants to her break even.</p> <p>Fixed cost of the business ₹ 360000</p> <p>Selling price ₹ 52</p> <p>Direct material ₹ 20/ unit</p> <p>Direct labour ₹ 8/ unit</p> <p>Variable overhead ₹ 4/ unit</p> <p>Calculate:</p> <p>Total variable cost per unit</p> <p>Break-even point in unit & Sales</p> <p>Break-even point in unit & Sales when fixed cost reduced by 10%</p> <p>Break-even point in unit & Sales when total selling price increase by ₹ 4/ unit</p>	5
32	Enumerate the characteristics of social entrepreneurs.	5
33	<p>Observe the given image and answer the question that follows:</p> <div data-bbox="314 1339 1139 1753" data-label="Image"> </div> <p>a) Identity and explain the type of modern form of business/market offered by the companies as shown in this image?</p> <p>b) Discuss any four roles played by such businesses for the promotion of business community.</p>	5
34	Farm Connect Technologies is an agritech startup that has developed a mobile app and IoT-based system to help farmers optimize crop yields. Their flagship product, SmartCrop,	5

	<p>provides real-time data on soil health, weather forecasts, and irrigation schedules. Farm Connect has already onboarded 1,000 farmers for a pilot program, showing a 30% increase in crop productivity. To expand operations and develop additional features like AI-powered pest detection, the startup needs ₹10 crores in funding.</p> <p>Next Wave Capital decides to partner with Farm Connect Technologies and invests ₹10 crores in exchange for a 25% equity stake in Farm Connect Technologies. With the funding, Farm Connect Technologies scales to 50,000 farmers in three years, expands its product offerings, and partners with large agribusinesses for data integration. The company's valuation grows tenfold, and NextWave Capital exits the investment during a Series C funding round (to go public on the stock market) with substantial returns.</p> <p>Identify what type of investor is Next Wave Capital. State the features of such investors.</p>	
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